WORKWEAR & UNIFORMS · SMART SIZE CHART™

Workwear has to fit. Sometimes safety depends on it.

A direct-to-consumer trade apparel brand whose customers can't try anything on before buying — and whose size and fit preferences vary more than most. Smart Size Chart gave them a size they could trust.

SOLUTION
Smart Size Chart™

LIVE SINCE
Sept 2022

> "The global workwear market was valued at USD 16,773.3 million in 2021 and is expected to expand at a CAGR of 5.6% from 2022 to 2030."
>
> **GRAND VIEW RESEARCH, 2022–2030**

HOW IT WORKS

01 The shopper answers four to six simple questions — no tape measure, no photos.

02 Bold Metrics builds a digital twin carrying 50+ body measurements.

03 One size comes back, mapped to the brand's own fit and size chart.

16%
CONVERSION RATE

12%
HIGHER AOV

27.5%
FEWER FIT RETURNS

WORKWEAR
& UNIFORMS



THE BRAND

Since launching in 2015, this company has been on a mission to modernize trade work apparel. From men's and women's pants, shirts, and jackets to socks and underwear to a complete base layer system, the brand offers a wide range of performance workwear.

THE CHALLENGES

Workwear has to fit properly, plain and simple — in some cases safety depends on it.

As a direct-to-consumer brand, customers can't try on products before buying, but workwear shoppers have a high variance of size and fit preferences. The company wanted to reduce fit-related returns and offer customers a better shopping experience.

PROVEN RESULTS

16%
Conversion rate
vs. 2.5–3% industry average

12%
Higher AOV
393% ROI in seven months

27.5%
Fewer fit returns
on top-two size picks

THE SOLUTION

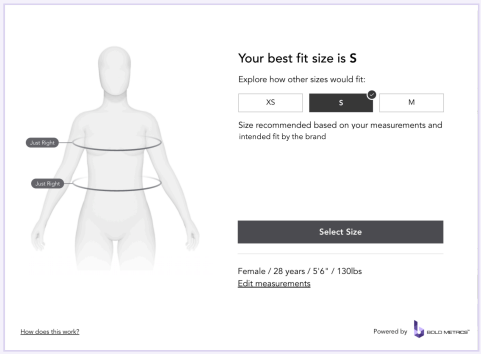
Smart Size Chart™

91%
of shoppers who opened the tool completed it and received a size.

After implementing Bold Metrics' Smart Size Chart in September 2022, the brand saw a 91% completion rate among customers who used the tool to get a size recommendation. From there, conversion was a whopping 16%, against an eCommerce industry average of 2.5–3%.

Average order value for Smart Size Chart users ran almost 12% higher than for non-users — an ROI gain of 393% from AOV increase alone in just seven months. When a shopper used the tool and selected one of the top two recommended sizes, returns due to fit fell 27.5%.

WHAT THE SHOPPER SEES



SMART SIZE CHART ON THE BRAND'S SITE

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today